LEO BURNETT COMPANY, *Inc.*

Ad No. 1275—Req. No. 13751—⅔ page—B&W—4⅛ x 10 in.—{Scholastic, May 8, 1961 / The Log, May 8, 1961 / The Pointer, May 15, 1961} (B.

Column No. 15

OLD GRADS NEVER DIE

In just a matter of weeks many of you will be graduating—especially seniors.

You are of course eager to go out in the great world where opportunities are limitless and deans nonexistent. At the same time your hearts are heavy at the thought of losing touch with so many classmates you have come to know and love.

It is my pleasant task today to assure you that graduation need not mean losing touch with classmates; all you have to do is join the Alumni Association and every year you will receive a bright, newsy, chatty bulletin, chock full of information about all your old buddies.

Oh, what a red-letter day it is at my house, the day the Alumni Bulletin arrives! I cancel all my engagements, take the phone off the hook, dismiss my chiropractor, put the ocelot outside, and settle down for an evening of pure pleasure with the Bulletin and (need I add?) a good supply of Marlboro Cigarettes.

Whenever I am having fun, a Marlboro makes the fun even more fun. That filter, that flavor, that pack or box never fails to heighten my pleasure whether I am watching the television or playing buck euchre or knitting an afghan or reading Mad or enjoying any other fun-filled pursuit you might name—except, of course, spearfishing. But then, how much spearfishing does one do in Clovis, New Mexico, where I live?

But I digress. Let us return to my Alumni Bulletin and let me quote for you the interesting tidings about all my old friends and classmates:

Well, fellow alums, it certainly has been a wing-dinger of a year for all us old grads! Remember Mildred Cheddar and Harry Camembert, those crazy kids who always held hands in Econ II? Well, they're married now and living in Clovis, New Mexico, where Harry rents spearfishing equipment and Mildred has just given birth to a lovely 28-pound daughter, her second in four months. Nice going, Mildred and Harry!

Remember Jethro Brie, the man we voted most likely to succeed? Well, old Jethro is still gathering laurels! Last week he was voted "Motorman of the Year" by his fellow workers in the Duluth streetcar system. "I owe it all to my brakeman," said Jethro in a characteristically modest acceptance speech. Same old Jethro!

Probably the most glamorous time of all us alums was had by Francis Macomber last year. He went on a big game hunting safari all the way to Africa! We received many interesting post cards from Francis until he was, alas, accidentally shot and killed by his wife and white hunter. Tough luck, Francis!

Wilma "Deadeye" Macomber, widow of the late beloved Francis Macomber, was married yesterday to Fred "Sure-shot" Quimby, white hunter, in a simple double-ring ceremony in Nairobi. Good luck, Wilma and Fred!

Well, alums, that just about wraps it up for this year. Keep 'em flying!

© 1961 Max Shulman

• • •

Old grads, new grads, undergrads, all agree: The best new nonfilter cigarette in many a long year is the king-size Philip Morris Commander. Welcome aboard!

2061033428

Source: https://www.industrydocuments.ucsf.edu/docs/2061033428